

READY FOR A CHALLENGE

EDINBURG, TX – Businesswoman Monica Oliveira is one of those individuals who is always ready to take on the next challenge. After spending 12 years working in the medical field industry she took the ultimate risk of entering the world of entrepreneurship. In May, 2001, she launched MediQuip, a medical supply and medical equipment company in McAllen, Texas.

Oliveira, who is originally from Rio Grande City, was able to get her business started with the help of the U.S. Small Business Administration loan. She recalls working countless hours in the beginning and doing a bit of everything.

“When I first opened the business it was just me and my aunt doing it all,” Oliveira explained. “I was out marketing, delivery, and taking orders. Plus, at the end of the day, I would have to make sure that all the paperwork was done just to get ahead for the following day.”

Oliveira managed to get through all the heartaches and headaches in the beginning and six years later she is happy to say that profits have increased year after year. Now with a staff of eight and over 200 clients, MediQuip has added to its selection of medical equipment and pays close attention to the quality of service they provide their customers.

“Taking care of their customers is our number one concern,” Oliveira stated. “We understand that they have a choice on where to get their medical equipment by choosing MediQuip, that is a compliment and we value that.”

In 2004, she launched MediQuip Mobility adjacent to her already existing location at 3037 W. Alberta. MediQuip Mobility specializes in power chairs and custom chairs built to suit disabled patients.

“We are able to customize each chair to fit our client’s special needs,” Oliveira said. “There are very few people in the Valley that are able to do this. There are national vendors that can offer this service, but not with the personalized attention and turnaround that we offer.”

In 2006, she reviewed her distribution area and made the decision to open her second MediQuip location in Weslaco at 1025 N. Texas Blvd, Ste. 21A. This location offered her the flexibility to source customer requests from convenient locations for both her business and her customers.

Oliveira said that custom chairs are very important for her customers, especially those who are children. She recalls installing a color coded control pad for a three-year-old patient. The difficulties involved in maneuvering a joystick for a three-year-old were resolved with a color pad that allowed him to tap on a particular color to move forward and one to move back.

Oliveira says that with continuous advancements in technology, she is able to offer her patients even more of a variety of medical equipment to improve their quality of life.

“Helping my customers feel more comfortable, whether is it through a wider seat or adding some color to the chair that they are bound to, means a lot to me,” she said.

Oliveira hopes to see her business continue to evolve. “I’m always looking out for the next great opportunity,” she said.